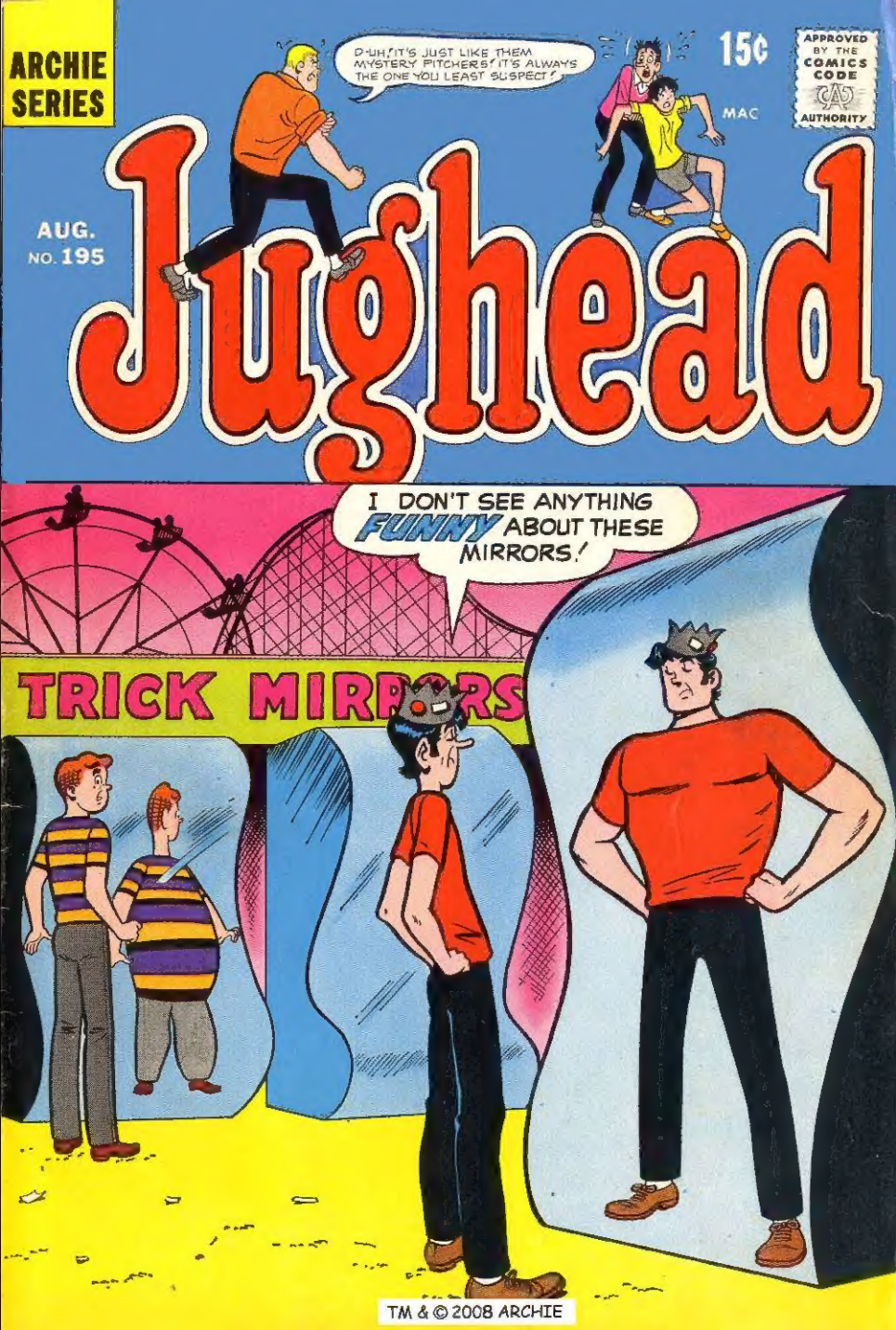
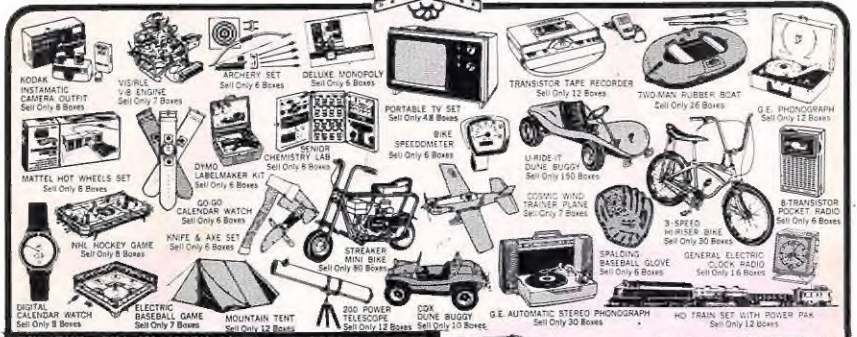

ARCHIE SERIES
D-UH, IT'S JUST LIKE THEM MYSTERY PITCHERS! IT'S ALWAYS THE ONE YOU LEAST SUSPECT!
15¢
MAC
APPROVED BY THE COMICS CODE AUTHORITY
AUG.
NO. 195
Jughead
I DON'T SEE ANYTHING FUNNY ABOUT THESE MIRRORS!
TRICK MIRRORS
TM & © 2008 ARCHIE

FAMOUS NAME

PRIZES OR CASH

THE EASY OLYMPIC WAY!

FREE SAMPLE CARDS — EARN $1.00 A BOX


KODAK INSTAMATIC CAMERA OUTFIT Sell Only 8 Boxes
VIGIRLI V-8 ENGINE Sell Only 7 Boxes
ARCHERY SET Sell Only 6 Boxes
DELUXE MONOPOLY Sell Only 6 Boxes
PORTABLE TV SET Sell Only 48 Boxes
TRANSISTOR TAPE RECORDER Sell Only 12 Boxes
TWO-MAN RUBBER BOAT Sell Only 26 Boxes
G.E. PHONOGRAPH Sell Only 12 Boxes
MATTEL HOT WHEELS SET Sell Only 8 Boxes
DYMO LABELMAKER KIT Sell Only 6 Boxes
SENIOR CHEMISTRY LAB Sell Only 6 Boxes
BIKE SPEEDOMETER Sell Only 6 Boxes
U-RIDE-IT DUNE BUGGY Sell Only 150 Boxes
COSMIC WIND TRAINER PLANE Sell Only 7 Boxes
3-SPEED HI-RISER BIKE Sell Only 30 Boxes
8-TRANSISTOR POCKET RADIO Sell Only 6 Boxes
GO-GO CALENDAR WATCH Sell Only 6 Boxes
NHL HOCKEY GAME Sell Only 8 Boxes
KNIFE & AXE SET Sell Only 6 Boxes
STREAKER MINI BIKE Sell Only 90 Boxes
SPALDING BASEBALL GLOVE Sell Only 6 Boxes
GENERAL ELECTRIC CLOCK RADIO Sell Only 16 Boxes
DIGITAL CALENDAR WATCH Sell Only 9 Boxes
ELECTRIC BASEBALL GAME Sell Only 7 Boxes
MOUNTAIN TENT Sell Only 12 Boxes
200 POWER TELESCOPE Sell Only 12 Boxes
COX DUNE BUGGY Sell Only 10 Boxes
G.E. AUTOMATIC STEREO PHONOGRAPH Sell Only 30 Boxes
HO TRAIN SET WITH POWER PAK Sell Only 12 Boxes

CUT OUT • FILL IN • MAIL NOW • NO STAMP NEEDED

FIRST CLASS
Permit No. 38
ENFIELD
CONNECTICUT

BUSINESS REPLY MAIL
NO POSTAGE NECESSARY IF MAILED IN U.S.

Postage Will Be Paid By

OLYMPIC

OLYMPIC SALES CLUB, Inc.
DEPT. 71AC6
ENFIELD
CONNECTICUT 06082

FROM
NAME_____
ADDRESS_____
CITY_____
STATE_____ ZIP_____

AURORA MODEL MOTORING SET Sell Only 14 Boxes
COX CORSAIR PLANE SET Sell Only 8 Boxes
ELECTRIC BUILD IT SET Sell Only 7 Boxes
BIG RIG TRAILER TRUCK KIT Sell Only 6 Boxes
PORTABLE AM-FM TABLE RADIO Sell Only 12 Boxes
AURORA SKITTLE POOL Sell Only 14 Boxes
POODLE RADIO Sell Only 8 Boxes
WALKIE-TALKIE SET Sell Only 12 Boxes
POLAROID COLORPACK CAMERA Sell Only 6 Boxes
BIKE GENERATOR LIGHT SET Sell Only 28 Boxes
COX BAJA BUG Sell Only 10 Boxes
FOLKTUNE WOOD GUITAR Sell Only 12 Boxes
SKIN DIVER CALENDAR WATCH Sell Only 7 Boxes
SPALDING BASKETBALL Sell Only 6 Boxes
OVERNITER SLUMBER BAG Sell Only 10 Boxes
OVERNIGHT SLEEPING BAG Sell Only 7 Boxes
COX CHOPPER Sell Only 12 Boxes
MAGNUS ELECTRIC ORGAN Sell Only 18 Boxes

$350.00 EXTRA CASH PRIZE CONTEST*
THREE WINNERS EVERY MONTH

YOU CAN GET THESE and many, many other big prizes — or cash — simply by selling beautiful Olympic IMPRINTED CHRISTMAS AND ALL-OCCASION CARDS. The Olympic way is the IN way! Here's why . . .

OLYMPIC SAMPLE BOOK IS FREE! It contains samples of fast-selling Olympic cards — and it's yours to keep. We don't send you boxes of cards in advance. With Olympic, you never have to worry about paying for, or returning, boxes you don't sell.

OLYMPIC CARDS ARE IN! The Imprinted Christmas Cards and the All-Occasion Cards are of such high quality they practically sell themselves. All you do is show your attractive Sample Book to friends, relatives, neighbors . . . and take their orders. Olympic cards sell for only $2.95 a box — and they're worth much more! Sell enough boxes to get all the prizes you want — or keep $1.00 per box.

IT'S EASY TO JOIN OLYMPIC! Just fill in and mail the postcard! No postage is required. We'll send you the free Sample Book, free Membership Card and free Catalog of Prizes. There's ABSOLUTELY NO COST TO YOU! Don't wait! Join now! It's easy!

*Complete details on Olympic's Monthly Cash Prize Contest will be sent with your Free Sales Kit. JOIN NOW! MAIL POSTCARD TODAY!

OLYMPIC SALES CLUB, INC., DEPT. 71AC6, ENFIELD, CONNECTICUT 06082

NOW YOU'VE ALWAYS KNOWN ARCHIE AS MY BEST FRIEND, BUT LET ME TELL YOU, HAVING ARCHIE AS A BEST FRIEND IS A LUXURY I CAN HARDLY AFFORD!
(SIGH) IT STARTED WITH ARCHIE AND HIS USUAL PROBLEMS!
ARCHIE'S ALWAYS GOT PROBLEMS!
Jughead
THE LOAN ARRANGER
JUGHEAD, MY PAL, I'VE GOT PROBLEMS!

JUGHEAD, No. 195, Aug., 1971. Published Monthly by ARCHIE COMIC PUBLICATIONS, INC., 1116 First Avenue, New York, N.Y. 10021. Chicago office: 221 North LaSalle Street, Chicago, Ill. 60601. Second Class Postage paid at New York, N.Y. and at additional mailing offices. Title registered U.S. Patent Office. Yearly subscription $1.80 in the U.S.A. Single copies 15c. Copyright © 1971 by Archie Comic Publications, Inc. No actual person is named or delineated in this fiction magazine. All rights reserved. © Under Universal, International and Pan-American Copyright Conventions. Printed in the U.S.A. This periodical may not be sold except by authorized dealers and is sold subject to the conditions that it shall not be sold or distributed with any part of its cover or markings removed, nor in a mutilated condition, nor affixed to, nor as part of any advertising, literary or pictorial matter whatsoever.

I MADE A DATE WITH YOU-KNOW-WHO, AND I'M BROKE!
ME, TOO!
WHAT? YOU MADE A DATE WITH VERONICA, TOO?
NO! I'M BROKE, TOO!
COME OFF IT! YOU'RE NEVER BROKE!
A GOOD WAY TO BREAK UP A FRIENDSHIP IS TO LEND MONEY!
WASN'T IT SHAKESPEARE WHO SAID, "NEITHER A BORROWER NOR A LENDER BE!"
"HE THAT GOES A BORROWING, GOES A SORROWING!" ...BENJAMIN FRANKLIN!
I NEED MONEY, AND HE GIVES ME QUOTES!
OKAY! OKAY! I WASN'T GOING TO ASK YOU ANYWAY!
WHEW! THAT'S A RELIEF!

MONEY PROBLEMS GOT YOU DOWN? HMM? COME TO MANTLE, THE MERRY MONEY MAN! WHY GROAN? MAKE A LOAN!
WORD GETS AROUND FAST, DOESN'T IT?
THAT IT DO!
LITTLE SHORT ON THE LONG GREEN, SON?
HE THAT GOES A BORROWING GOES A SORROWING!
BRRRP
OH, SHUT UP!
OKAY, MANTLE! I'M OUT OF BREAD AND YOU'VE GOT THE DOUGH! LET'S GET DOWN TO THE NITTY GRITTY! WHAT'S IN IT FOR YOU?
WELL..LL.., I DON'T LEND TO JUST ANYBODY, Y'KNOW!
NO!.. MOSTLY TO ARCHIE!
3

MY BORROWERS MUST BE WORTHY! PROVE THEIR METTLE! DISPLAY COURAGE ABOVE AND BEYOND!
OKAY! OKAY!
I GET THE PICTURE! I DO SOME DARN FOOL STUNT THAT'LL PROBABLY BREAK MY NECK - THEN YOU'LL PART WITH THE BREAD!
HEH, HEH! YOU GUESSED IT, BUDDY! TAKE IT OR LEAVE IT!
SEE? I TOLD YOU!
IT'S DOWNRIGHT DANGEROUS HAVING A FRIEND LIKE THAT!
FOLLOW ME!
BEING A GOOD BUDDY, I FEEL OBLIGATED TO PROTECT HIM FROM THE RESULTS OF HIS OWN FOOLISHNESS!

YOU GO THROUGH THIS BLOCK, SCREAMING, "HIPPIES ARE HOKEY AND LONG HAIRS ARE LOONEY!"
ARE YOU KIDDIN'? A GUY COULD GET KILLED DOING THAT!
YOU WANT THE LOAN?
HIPPIES ARE HOKEY AND LONG HAIRS ARE LOONEY!
OMIGOSH! MY CRAZY BUDDY! HE'S GONNA GET HURT!
HEY! DID YA HEAR THAT?
GRAB 'M!

ARCH! DON'T DO IT! YOU'RE PLAYING RIGHT INTO REGGIE'S HANDS!
THAT CREEP! HE SHOT BY TOO FAST!
HIS BUDDY DIDN'T! GRAB HIM!
ARCH GOES A BORROWING AND I GO A SORROWING!
HOW DOES THAT GRAB YOU, MR FRANKLIN?
END

(A real collector's item)

Hey Kids. Earn a genuine Kennedy half dollar! Vote for your favorite Hawaiian Punch flavor!

All you have to do to earn this real Kennedy half dollar is vote for your favorite Hawaiian Punch flavor *besides* Fruit Juicy-Red. Then send three labels from your other favorite flavors, along with the completed ballot.

We'll send you a prized Kennedy half dollar. It's a beautiful coin... and it makes a great lucky piece. What a delicious way to earn fifty cents!

GUARANTEED by PARENTS' MAGAZINE

RJR Foods, Inc.
Box #4467, Clinton, Iowa 52732

I am enclosing 3 labels (46 oz. size) from Hawaiian Punch® flavors listed below and have checked my favorite. Please send me a prized Kennedy half dollar.

☐ Sunshine Orange ☐ Lemon-Pink ☐ Very Berry
☐ Great Grape ☐ Apple-Red ☐ Pineapple

Name_____
(Please Print)
Address_____
City_____ State_____ Zip_____

To assure delivery, please give your Zip Code. Offer void where taxed, regulated, or prohibited. Limit one per family. Offer expires July 31, 1972.

Visit the Hawaiian Punch Pavilions at Sea World/San Diego and Sea World/Ohio... see Shamu the killer whale.

LI'L JINX
UNTITLED!
TORN TEDDY BEARS!
REPORT CARDS!
JUMP ROPES!
?
COMIC BOOK TRADERS!
CHEWING GUM MACHINE!
HEY! WHAT'S GOING ON, LI'L JINX?
?
OH! WE'RE TRYING TO PICK A NAME FOR OUR NEW SINGING GROUP!
END

One Zoomer-Boomer™ and one Zoomer-Boomer Motor are all you need for spectacular fun and excitement!

Snap the motor into one of the trucks, rev it up with power from your Zoomer-Boomer, and you're off! You make it all happen with the Zoomer-Boomer and Zoomer-Boomer Motor, because one motor fits them all!! That's right, with just one Zoomer-Boomer and one motor, you can buy a whole fleet of Zoomer-Boomer trucks.

HERE ARE THE GOOFYS, just four of the twelve fantastic Zoomer-Boomers:

JUNK PILE—Rolls right along, but leaves pieces and parts strewn behind.
ASH CAN—The Can's lid bangs with every turn of the wheel!
QUICK CHANGE—One minute a pick-up truck, next minute a swingin' surf buggy.
HAPPY HYDRANT—With a built-in water pumper, to keep things really "cool"!

All of the Zoomer-Boomers are made of heavy gauge automotive steel, so no matter how much punishment you give 'em, they keep coming back for more. They've got a beautiful polished finish, and the most fantastic designs you've ever seen!

TOPPER TOYS

ZOOMER BOOMER™ **THE GREATEST TOY TRUCKS IN THE WORLD!**

HEAVY 8 GAUGE STEEL

©1971 Topper Corp., Elizabeth, N. J.

LATEST SSP NEWS FLASH!

GET KENNER'S NEWEST RACERS NOW!

SSP SUPER SONIC POWER™

7½" LONG, STYLED AFTER REAR-ENGINE RACERS SEEN AT THE INDIANAPOLIS 500. FEATURES NEW RUBBER-LIKE NOSE CONE, BLACK RACING SLICKS. "CHROME-PLATED" REAR ENGINE WITH "CHROME" EXHAUSTS.

8¼" LONG DRAGSTER WITH BICYCLE-TYPE FRONT WHEELS. HELMETED DRIVER, "CHROME" V-8 ENGINE, REAR SLICKS, AND "CHROME" HUBS.

7½" LONG 2-PASSENGER FUTURISTIC DESIGN, DUAL RUBBER-LIKE NOSE CONES, AIR FOIL, RACING SLICKS, "CHROMED" WINDSHIELD.

COLLECT & RACE ALL THE EXCITING SSP RACERS!

The Dating Game

Jughead

WHAT'RE YOU WAITING FOR? YOU'VE ONLY GOT A FEW HOURS!
I KNOW! BUT I'VE NEVER ASKED A GIRL FOR A DATE BEFORE! I'M AFRAID I'LL BE TURNED DOWN!

ARCHIE SERIES

ONLY ARCHIE SERIES COMIC BOOKS CARRY THIS TRADE MARK!

THERE'S NOTHING TO IT! JUST PLAY IT COOL AND THE GIRL WILL ASK YOU!
THAT'LL BE THE DAY! HOW DO I DO THAT?
JUST WATCH ME! I'LL HAVE BETTY ASKING ME TO THE DANCE IN NO TIME!
THIS I GOTTA SEE!
HI, BETTY! YOU HEAR ABOUT THE DANCE TONIGHT?
SURE! I KNOW ALL ABOUT IT! WHY?
IT SHOULD BE A GROOVE! BUT I SUPPOSE A SWINGIN' CHICK LIKE YOU HAS ALREADY BEEN ASKED!
AS A MATTER OF FACT NO ONE'S ASKED ME YET! I'D LOVE TO GO! I HEAR IT'S GOING TO BE SOMETHING ELSE!

THAT'S WHAT THEY SAY! IT SURE WOULD BE NICE TO BE ABLE TO GO!
WELL, IF YOU DON'T HAVE A DATE, I'LL BE GLAD TO GO WITH YOU!
OH, I HAVE A DATE ALREADY! VERONICA IS GOING WITH ME!
SEE, CHUCK? IT'S EASY! YOU JUST LET THEM ASK YOU!
DON'T EVER SPEAK TO ME AGAIN!
WHAT'S GOING ON HERE?

ARCHIE WAS SHOWING ME HOW TO GET A DATE BY PLAYING IT DUMB!
NATURALLY! THAT'S HOW HE DOES EVERYTHING!
BESIDES, WHAT DOES DUM-DUM KNOW ABOUT DATES AND GIRLS?
YOU WANT A FEW POINTERS? WATCH THE MASTER AT WORK!
THE FIRST THING YOU'VE GOT TO LEARN IS CONFIDENCE! BE MASTERFUL! CHICKS LIKE A GUY WHO TAKES CHARGE! LISTEN, LOOK AND LEARN!

MIDGE, BABY, THIS IS YOUR LUCKY DAY! I'VE DECIDED TO TAKE YOU TO THE DANCE!
OH, HAPPY DAY! HOW LUCKY CAN A GIRL GET?
ARE YOU FOR REAL?
I KNOW IT'S HARD FOR YOU TO BELIEVE YOUR GOOD LUCK!
YOU REALLY COME ON STRONG, REGGIE! SEE HOW EXCITED I AM!
THAT'S WHAT THEY ALL SAY! WHAT'LL IT BE--YES OR NO?
NO!
AND DON'T COME BACK!
CHO
SH

SHUCKS! NEITHER SYSTEM WORKED! NOW I'LL NEVER KNOW HOW TO GET A DATE WITH GEORGETTE!
COOL IT, MY BASHFUL BUDDY!
THERE'S ALWAYS THE JUGHEAD JONES METHOD!
WHAT'S THAT?
HEY, CHUCK, I SEE YOU MADE IT TO THE DANCE WITH YOUR CHICK! WHOSE SYSTEM DID YOU USE-- MINE OR ARCHIE'S?
NEITHER! I USED JUGHEAD'S!
HIS WAS THE EASIEST! HE TOLD ME TO ASK HER... AND IT WORKED!
END

GET IN THE GROOVE FOR A GIANT FUN-IN!
FILL OUT THE COUPON BELOW AND ORDER THE COMICS OF YOUR CHOICE!

CUT OUT THIS COUPON

ARCHIE QUARTER COMICS, 1116 First Ave., New York, N.Y. 10021

Please send the following ARCHIE GIANT COMICS. I enclose 25¢ for EACH TITLE checked below:

- ☐ ARCHIE ANNUAL # 23
- ☐ BEGGIE'S WISE GUY JOKES # 18
- ☐ EVERYTHING'S ARCHIE # 15
- ☐ JUGHEAD'S JOKES # 25
- ☐ ARCHIE'S PALS 'N' GALS # 65
- ☐ LITTLE ARCHIE # 67
- ☐ MADHOUSE ANNUAL # 6
- ☐ ARCHIE'S T.V. LAUGHOUT # 2
- ☐ ARCHIE'S JOKES # 100
- ☐ THE WORLD OF ARCHIE # 108
- ☐ BETTY & VERONICA SUMMER FUN # 107
- ☐ THE WORLD OF JUGHEAD # 108
- ☐ ARCHIE'S CHRISTMAS STOCKING # 170
- ☐ BETTY & VERONICA CHRISTMAS SPECTACULAR # 180
- ☐ BETTY & VERONICA SPECTACULAR # 104
- ☐ LI'L JOKE GIANT LAUGHOUT # 186
- ☐ SABRINA # 3
- ☐ THE MAD HOUSE GLADS # 80
- ☐ THAT WILKIN BOY # 14
- ☐ JOSIE AND THE PUSSYCATS # 57

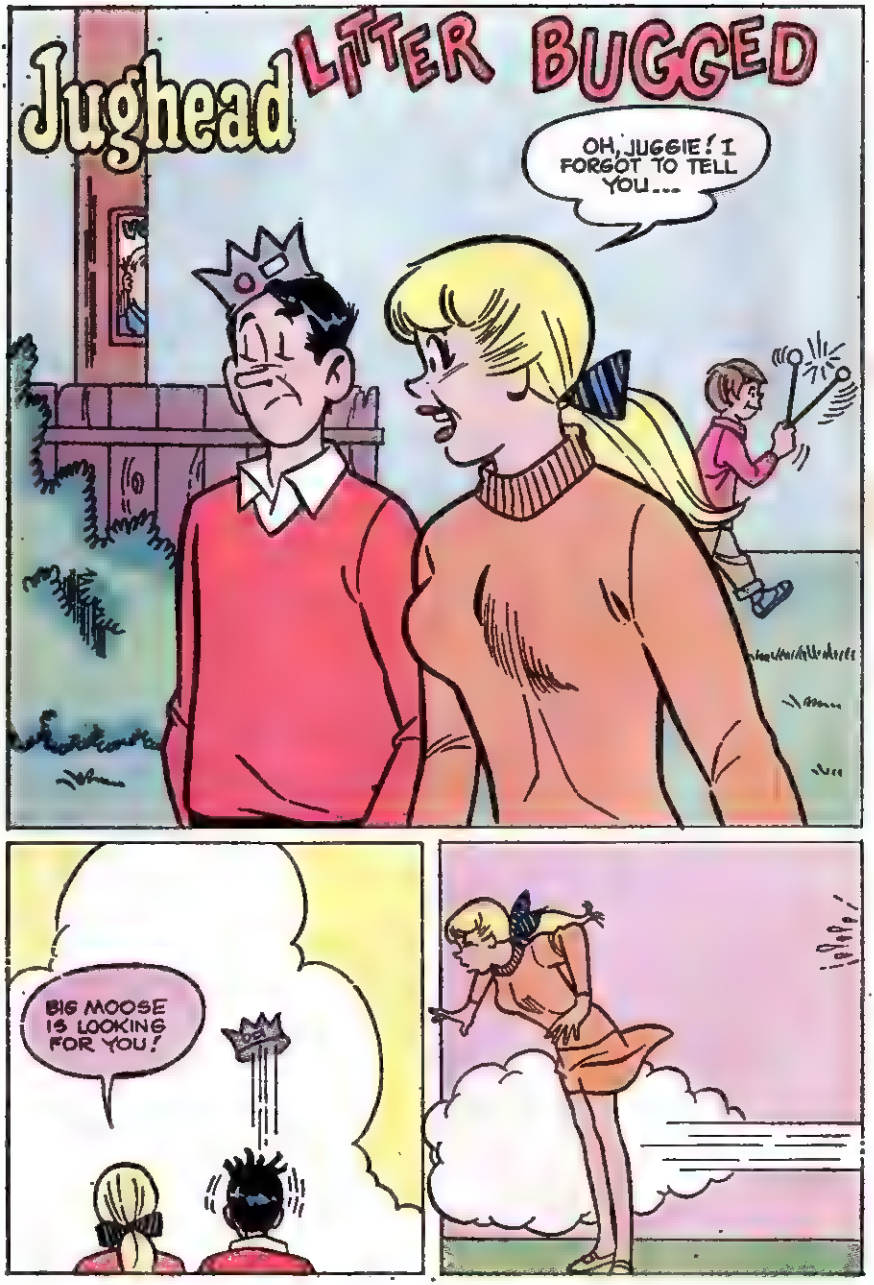
NAME _____ AGE _____

ADDRESS _____

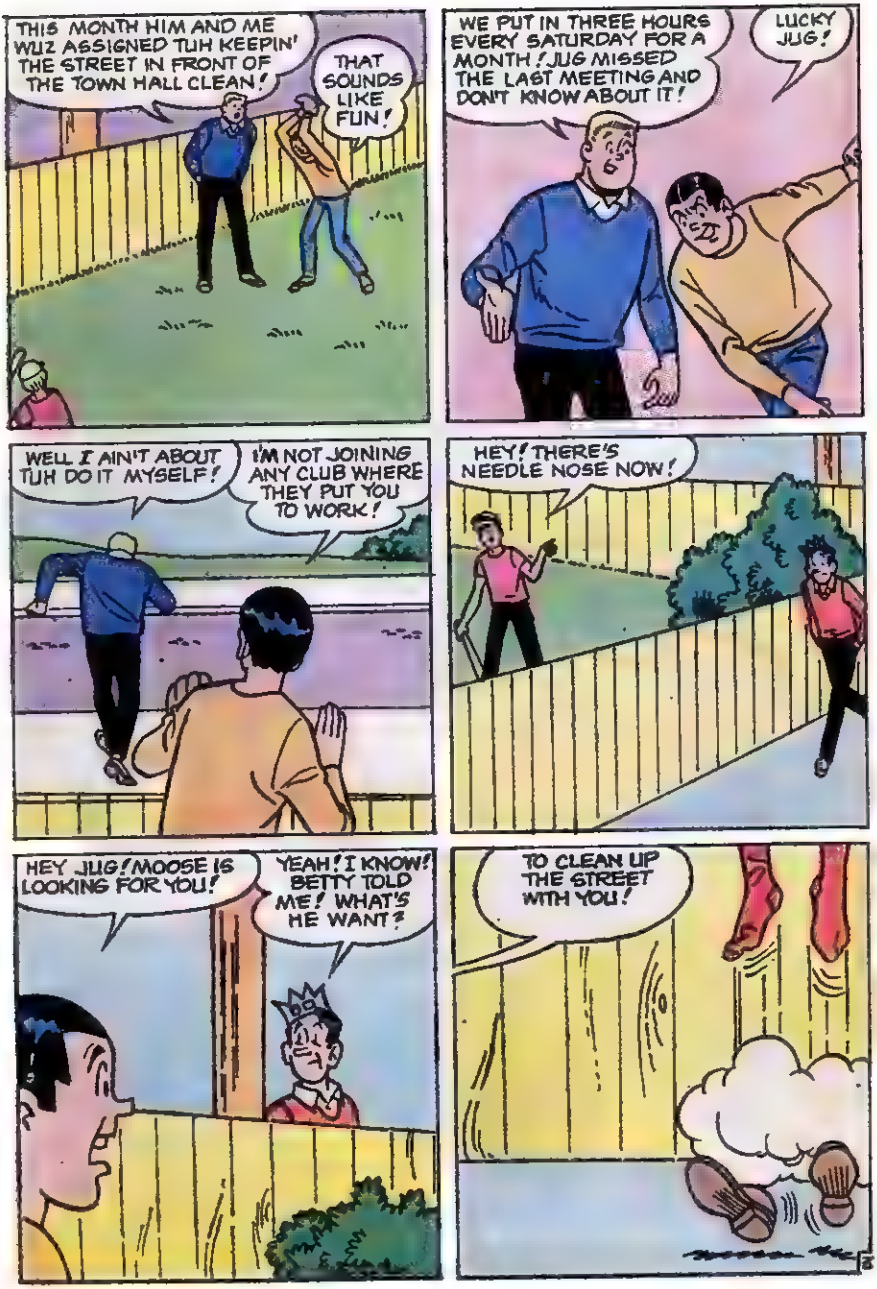
CITY _____ STATE & ZIP _____

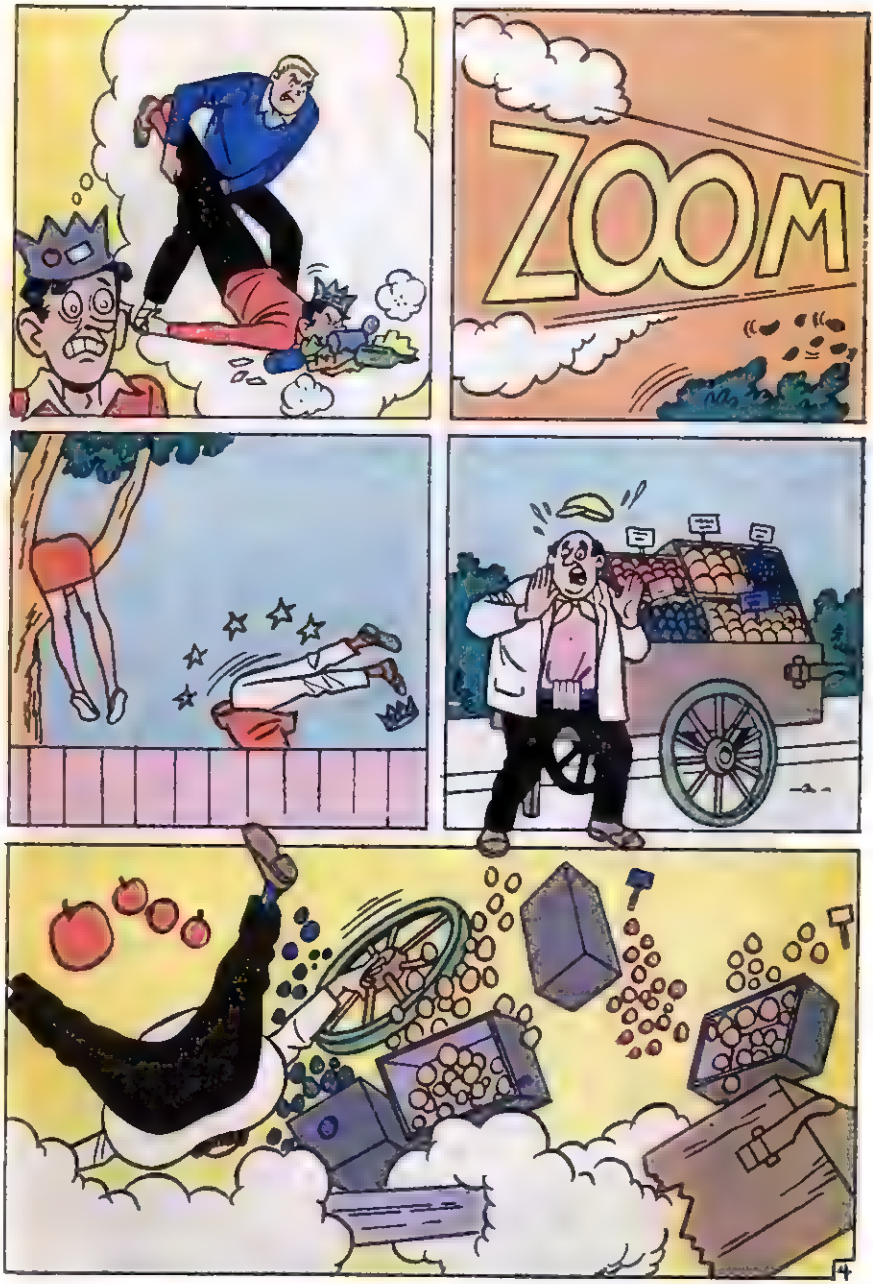
DEPT. A/71

MAIL FOR YOUR CHOICE TODAY!

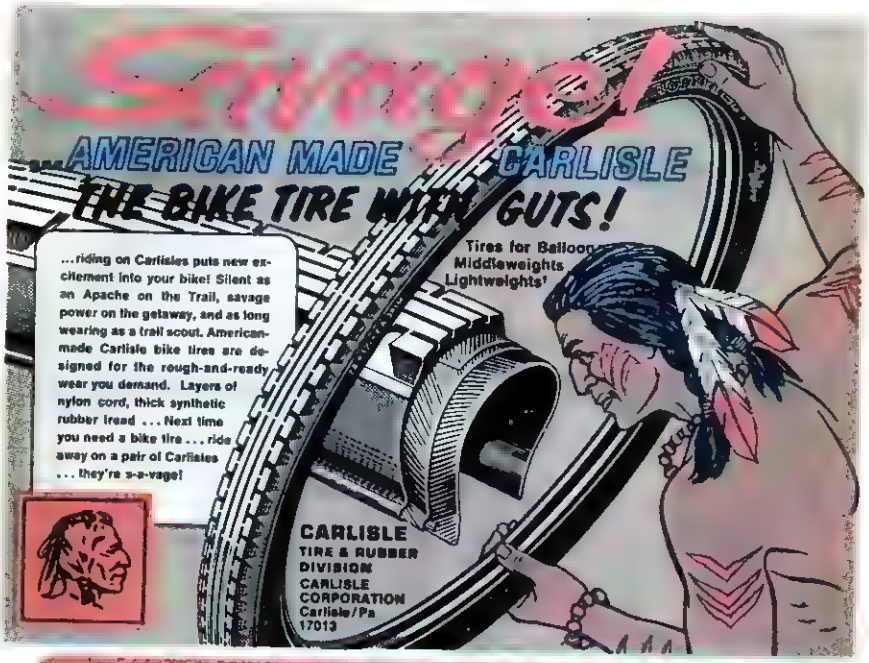

Jughead
LITTER BUGGED
OH, JUGGIE! I FORGOT TO TELL YOU...
BIG MOOSE IS LOOKING FOR YOU!

HEY! WHY AM I RUNNING?
SCREECH
IT'S SILLY FOR ME TO RUN! I DON'T EVEN LIKE GIRLS!
BIG MOOSE ONLY KILLS GUYS WHO GET NEAR HIS GIRL, MIDGE!
WHEW! I'VE GOT TO LEARN NOT TO PANIC LIKE THAT!
JUG? YOU'RE LOOKING FOR JUG? YOU GOING TO CREAM HIM?
NAH! HIM AND ME - WE GOT A JOB TUH DO FOR THE YOUNG PEOPLES' CIVIC IMPROVEMENT CLUB!


THIS MONTH HIM AND ME WUZ ASSIGNED TUH KEEPIN' THE STREET IN FRONT OF THE TOWN HALL CLEAN!
THAT SOUNDS LIKE FUN!
WE PUT IN THREE HOURS EVERY SATURDAY FOR A MONTH! JUG MISSED THE LAST MEETING AND DON'T KNOW ABOUT IT!
LUCKY JUG!
WELL I AIN'T ABOUT TUH DO IT MYSELF!
I'M NOT JOINING ANY CLUB WHERE THEY PUT YOU TO WORK!
HEY! THERE'S NEEDLE NOSE NOW!
HEY JUG! MOOSE IS LOOKING FOR YOU!
YEAH! I KNOW! BETTY TOLD ME! WHAT'S HE WANT?
TO CLEAN UP THE STREET WITH YOU!

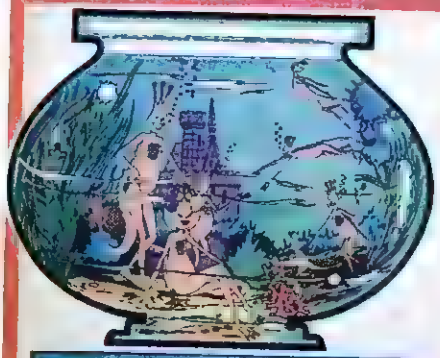

ZOOM
4

MIDGE!
JUGGIE! ARE YOU CRAZY?
D-UH! IT'S JUST LIKE THEM MYSTERY PITCHERS! IT'S ALWAYS THE ONE YOU LEAST SUSPECT!
SORRY, OL' BUDDY! THIS IS GONNA HURT ME MORE THAN IT DOES YOU!
WANNA BET?
THE END


AMERICAN MADE
CARLISLE
THE BIKE TIRE WITH GUTS!
...riding on Carlisles puts new excitement into your bike! Silent as an Apache on the Trail, savage power on the getaway, and as long wearing as a trail scout. American-made Carlisle bike tires are designed for the rough-and-ready wear you demand. Layers of nylon cord, thick synthetic rubber tread ... Next time you need a bike tire ... ride away on a pair of Carlisles ... they're a-a-vage!
Tires for Balloon
Middleweights
Lightweights!
CARLISLE
TIRE & RUBBER
DIVISION
CARLISLE
CORPORATION
Carlisle/Pa
17013

ENTER THE AMAZING WORLD OF LIVE

SEA-MONKEYS



REAL magic begins in your very own home with adorable LIVE SEA-MONKEYS — nature's GREATEST miracle. Imagine! They LIVE up to 100 YEARS in incredible TIME-CAPSULE SEA-EGGS, yet hatch ALIVE in only ONE SECOND while you and your friends watch in utter amazement! And, these adorable pets give as much FUN as a cage of friendly JUNGLE MONKEYS!

GUARANTEED TO WIGGLE — LIVE AND GROW

Sea-Monkeys, the world's MOST amusing, easy-to-keep pets are SO simple to raise, even a 6-year old child can rear them. They're even smart-enough to "learn" to do all kinds of entertaining tricks and stunts!

FREE: Order NOW and receive a Sea-Monkey BONUS SUPPLY!

- 1-year Supply of Sea-Monkey FOOD
- Water Purifier AND Living Plasma
- A Magnificent, Fully-Illustrated BOOK of Instruction and Care!

ONLY $1.00

MONEY BACK GUARANTEE

SALES UNLIMITED DEPT. AC-8
120 EAST 56TH STREET NEW YORK, N.Y. 10022.

I'm excited! Please send____ pack(s) of LIVE Pet Sea-Monkeys and my FREE Supply Kit with EACH order! I MUST be 100% delighted or I will return them for FULL REFUND of my money. I enclose $1.00 plus 25¢ shipping charges for EACH order. I can hardly wait!

( ) Cash ( ) Check ( ) Money Order Total $_____

Name_____
(Please Print)

Address_____

City_____State_____Zip_____

☐ RUSH ORDERS 50¢ EXTRA

SALES UNLIMITED AC-8 120 EAST 56TH STREET N.Y., N.Y. 10022

copyright ©1970 TRANSCIENCE CORPORATION

Archie Club News

ARCHIE CLUB MEMBERS, send in your news reports and be eligible to win cash prizes in the Archie Series Magazines. Please address all letters and postcards to ARCHIE CLUB NEWS, 1116 First Ave., N.Y., N.Y. 10021

JUGHEAD NO. 195 AUG. **MEMBERSHIP — TWENTY-FIVE CENTS**

$100.00 IN CASH PRIZES WILL BE DIVIDED AMONG THE FIRST 20 WINNERS DRAWN IN MY NEW ARCHIE MONTAGE CONTEST! THERE ARE 5 DIFFERENT SCENES SHOWN IN THE MONTAGE ON THIS PAGE! JUST LIST THE TITLES OF THE STORIES AND THE ISSUES THAT THESE SCENES APPEARED IN ON THE COUPON BELOW! REMEMBER, YOU MUST BE A MEMBER TO ENTER!
CLUE: ALL OF THESE SCENES APPEAR IN JULY 1971 DATED ARCHIE SERIES COMICS!

FILL OUT THIS COUPON WITH YOUR ANSWERS! DON'T FORGET, YOU MUST BE A MEMBER OF THE *ARCHIE CLUB* TO ENTER...SO IF YOU HAVEN'T ALREADY JOINED, FILL OUT THE COUPON ON THE NEXT PAGE AND MAIL IT IN WITH YOUR CONTEST COUPON! ALL ENTRIES MUST BE IN BY AUGUST 15, 1971! *(DRAWING WILL BE HELD ON AUGUST 31, 1971).* THE FIRST 20 CORRECT ENTRIES DRAWN WILL BE CASH WINNERS! SO ENTER TODAY!

ARCHIE MONTAGE CONTEST
1116 FIRST AVENUE
NEW YORK, N.Y. 10021

TITLE OF STORY — NUMBER OF ISSUE

1. _____ # _____ JULY
2. _____ # _____ JULY
3. _____ # _____ JULY
4. _____ # _____ JULY
5. _____ # _____ JULY

NAME *(PLEASE PRINT)* _____ AGE _____

ADDRESS _____

CITY _____ STATE + ZIP _____ DEPT. JM

1st PRIZE — $5.00

REPORTER
CHRISTINE LUSSIER
29 Myers Court
So. Burl., Vermont 05401

Dear Archie,

My name is Christine Lussier I am now 18 years old I have just finished reading your April issue of Life With Archie the one about the new generation After reading it I really sat down and thought about it You've put across a point, very plainly, of what I've been trying to explain to my parents for a year now There is a wide gap between the two generations I hate having arguments with my parents because it spreads us further apart I love my mom and dad but I think there should be an understanding that their ways are out of date and have to be changed to live in harmony together.

They think I'm rebelling when I stand up for what I think is right I refuse to sit down and say I'll do it your way. There must be a change Although I have tried, it's not just one person's gig. It's everyones. I'd like to help in any way I can but I don't know where to start.

I think your idea of a real movie with the new scene would strike a lot of kids the way it did me and maybe with enough support ways can be changed without these rebellions and fighting.

2nd PRIZE — $3.00

REPORTER
EVA GARFINKEL
57-08 260th Street
Little Neck, N.Y. 11362

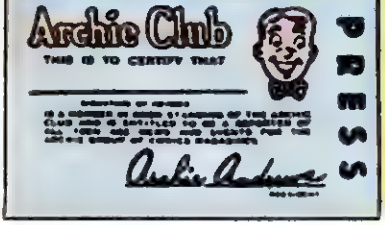
Dear Archie,

I hope you enjoy my poem entitled Creations.

CREATIONS

Angel of heaven, angel of earth,
This is the way you give birth,
You add more people with admiration,
That's how you started over population.
You recreate plants and that is why,
Backyards get so crowded you can't see the sky.
But with more creations there comes love
From that person way up above,
It is one thing which no one can complain that
there is too much of because there is not.
So let us make good use of the little love we've got!

EVERY MEMBER GETS THIS OFFICIAL PRESS CARD AND BEAUTIFUL 4 COLOR BUTTON



Be An Archie Club MEMBER

eligible to win cash prizes and a big byline in an Archie Series Comic! By joining the ARCHIE CLUB as an official reporter . . . you get a dressy, colorful Official ARCHIE CLUB BUTTON, and a handsome, authentic ARCHIE REPORTER PRESS CARD!

Fill out this coupon now and mail it with 25c in coin (to cover cost of handling) to become an ARCHIE CLUB MEMBER and eligible to submit letters for cash prizes

ARCHIE CLUB
1116 First Avenue, New York, N.Y. 10021

Dear Archie: Please enroll me as a member of the ARCHIE CLUB and send me a button and press card by return mail. I enclose 25c in coin to cover the cost of mailing and handling. Send to:

NAME _____ AGE _____
(PLEASE PRINT PLAINLY)

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

Collections

Express yourself with these great new things.

MIRODAR, 120 EAST 56th STREET, NEW YORK, N.Y. 10022

SPECIAL BONUS OFFER

Select any $1.00 item FREE when you order $4.50 or more merchandise. If your order totals $10.00 or more choose $2.00 worth of any items on this page FREE.

PEOPLE PATCHES

Crazy colorful woven cloth patches that tell your friends where you're at. Only $1.00 each. Special: Any 5 for only $4.00.

439A White on blue

439B White or yel on blk

439D Red & blk on white

439E White on red & yel

439F Red, white & blue

439G Green & white

439K Pink on white

439J Red, white & blue

439L Red & blk on yel

439M Brn on white

439N Blk over red, white & blue

439O Red, blue & green on yel

439P Red on white

439R Red on white

439S Red white & blue

439U Red & blue on white

439V Red white & blue

439W Red, white & blue

439X White on blue

439Y Red white & blue

439Z Blk & green on wht

439S Red, yel & blk on white

439U White on blk

439X Blk on wht

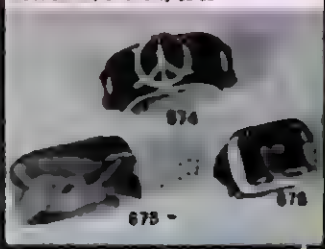
LEATHER RINGS

Real Leather rings for your fingers. Available with the Peace Symbol, braided, or as the world's smallest bell! Fantastic toys at $1.00 each.

Special: Any 3 for only $2.50

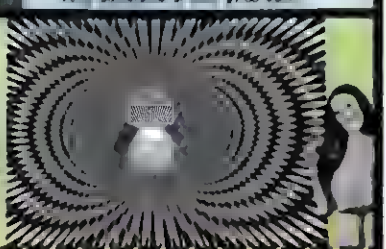
COPPER RING

167A We don't quite believe the rumors we hear about the magic of copper. We just think we've found a uniquely attractive way for you to demonstrate your feelings. Fully adjustable at $1.00 each.



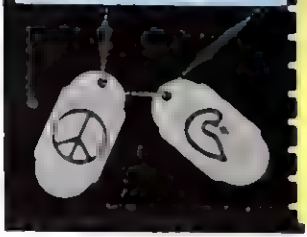
GIANT 4'x6' WALL N' CEILING POSTER

1078 Mind stirring and vibrant psychedelic colored fabric op-art poster print lends all the mind. Your bedroom really pop at only $3.00.



DOG TAGS

991 Join the Army of Peace and wear your own special dog tags! 2 tags on 1 chain only $1.00



MAKE CHECKS PAYABLE TO:

MIRODAR, DEPT. 3402
120 EAST 56th ST
NEW YORK, N.Y. 10022

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

FREE BONUS ITEM(S)

Jughead
FEEBLE FABLE
FIREWOOD? YOU'RE BRINGING HOME FIREWOOD IN THIS HEAT?
LOOK TO THE FUTURE! REMEMBER THE GRASSHOPPER AND THE ANT!
I'M A BIT HAZY ON MY FABLES, JUGGIE! TELL US ABOUT IT!

WELL, ON THE ONE HAND WE'VE GOT THIS GRASSHOPPER-SINGING AND PLAYING ALL SUMMER!
NOT ON MY HAND WE DON'T HAVE AN ICKY OLD GRASSHOPPER!
YECH!
...AND THEN THERE'S THIS OL' ANT,.. WORKIN' AND SWEATIN' IN THE HOT SUN... TO STOCK UP ON FOOD FOR THE COLD WINTER MONTHS!
I DON'T LIKE STORIES ABOUT BUGS! THEY'RE GROSS!
DON'T YOU KNOW ANY ABOUT LITTLE WOOLY LAMBS?
AH, BUT COME WINTER WITH THE SNOW AND THE COLD- OL' ANT IS SNUG AT HOME WITH FOOD AND WARMTH!
AND GUESS WHO'S OUT THERE TURNING BLUE IN THE COLD?
NANOOK OF THE NORTH?
THE ABOMINABLE SNOWMAN?
THE JOLLY BLUE GIANT?
JACK FROST?

THE LAZY GRASSHOPPER, THAT'S WHO!
HOW AWFUL!
THAT SELFISH ANT DIDN'T INVITE HIM IN?
SOME FRIEND!
I'LL NEVER TRUST ANOTHER ANT!
WHAT WAS HIS NAME? WHICH ONE WAS HE?
TROUBLE IS THEY ALL LOOK ALIKE TO ME!
ME TOO!
NUTS!
TO THE LAZY GRASSHOPPERS OF THIS WORLD, EVERYTHING'S A BIG YOK! THEY'LL WIPE OFF THAT SMILE COME WINTER!

IN THIS WORLD, YOU GOTTA THINK AHEAD! ALWAYS PREPARE FOR EMERGENCIES!
BETTER I SHOULD SWEAT OVER THIS STUFF NOW THAN FREEZE MY FINGERS GATHERING IT NEXT WINTER!
THERE'S A LOT TO BE SAID FOR BEING AN ANT... AND I'M AN ANT!
WHAT'S THIS, SON?
WOOD, DAD! FIREWOOD FOR NEXT WINTER!
DID YOU EVER HEAR OF AIR POLLUTION? FIREPLACES ARE THE WORST OFFENDERS! DON'T YOU DARE BRING ANY OF THAT STUFF INTO OUR HOUSE!
HUH?

I'M BUYING ONE OF THOSE ELECTRIC FIRE LOGS FOR OUR FIREPLACE! THEY LOOK REAL AND THERE'S NO SMOKE!
NOW GET RID OF THAT STUFF!
(SIGH) YES, POP!
SAY, WILL YOU LOOK WHO'S HERE?
I THOUGHT HE DIDN'T ASSOCIATE WITH LAZY GRASSHOPPERS!
NEVER MIND THE COMEDY! WHERE'S THE FOOD?
GLORYOSKI! HE'S GOING TO EAT WITH US! THIS IS AN HONOR!
WHAT MADE YOU CHANGE YOUR MIND?
SHUCKS! WHAT'S A PICNIC WITHOUT AN ANT!
END

THE BEST BASEBALL GAME CANNOT BE PURCHASED IN A RETAIL STORE!

PITCHING • HITTING • FIELDING • RUNNING • MANAGING

Season after season, STRAT-O-MATIC BASEBALL has been sold to thousands of baseball fans exclusively through the mail. But why, you ask? Each year our baseball game is totally revised to reflect precisely the most up-to-date Major League statistics.

STRAT-O-MATIC offers such a current authentic reproduction of real life baseball and such a wide selection of games and individual team combinations, that it is impossible for a retail store to supply our fans.

In business since 1961, the quality and reliability of STRAT-O-MATIC BASEBALL speaks for itself in the fact that we have continued year after year to sell out all our editions.

In our 1971 edition, STRAT-O-MATIC presents you once again with the finest in baseball realism and entertainment. The hitting, pitching, fielding and base running abilities of 480 Major League players is unbelievably reproduced right from the ball park into your home. Leading average hitters such as Rico Carty and Alex Johnson will be among your own league leaders. Bob Gibson the Cardinal's fine pitcher, will be difficult to hit and will allow few walks and home runs. Wes Parker, Dodger first baseman, will field his position as brilliantly in your game as he does in real life. Without hesitation, we recommend STRAT-O-MATIC BASEBALL'S 1971 Edition to be without equal.

HERE'S YOUR **SEASON'S PASS**

To Hundreds of Big League Ball Games

Fill Out and MAIL TODAY

You Take NO RISK. Fill out and mail for FREE Sample Offer.

The above are just some of STRAT-O-MATIC's highlights. For the entire story, mail coupon for a colorful FREE BROCHURE containing full detailed information and FREE STRAT-O-MATIC SAMPLES. Send Today To: Strat-O-Matic Game Co., Inc., 82A S. Bayles Ave., Port Wash., N.Y. 11050.

MAIL COUPON NOW FOR FREE SAMPLE OFFER

Strat-O-Matic Game Company Inc. Dept. 745
82A South Bayles Ave., Port Washington, N.Y. 11050

Send exciting FREE STRAT-O-MATIC Baseball Game offer and samples. I enclose 10 cents in coin or stamps to cover postage and handling.

Name .....

Address .....

City ..... *State* ..... *Zip* .....

BLAST OFF TODAY

JOIN THE LEADER NOW!

SALES LEADERSHIP CLUB,
Springfield, Massachusetts 01101

Fold Over ↓ Don't Cut! Just Seal (Paste, Staple or Scotch Tape)

Enroll me as a member. Rush FREE Membership Card, Christmas Card Album, Prize Catalog and full details on how to earn prizes or cash.

Name _____

Address _____ Apt. No. _____

City _____ State _____ Zip _____

Postage Will be Paid by Addressee

BUSINESS REPLY MAIL
First Class Permit No. 3105, Springfield, Mass.

SALES LEADERSHIP CLUB
Dept. 1SA-6
Springfield, Mass. 01101

No Postage Stamp Necessary If Mailed in the United States

BLAST OFF FOR A GALAXY OF TERRIFIC PRIZES OR LOADS OF CASH
S.L.C.
Join Sales Leadership Club
GET FREE ALBUM OF PERSONALIZED CHRISTMAS CARDS
EXTRA BONUS
Free Gifts for Re-Orders
WOOD FOLK GUITAR
Sell Only 12 Boxes
HO TRAIN SET WITH POWER PACK
Sell Only 18 Boxes
BIKE RADIO/HORN/LIGHT COMBO
Sell Only 12 Boxes
NEW MAGICUBE CAMERA OUTFIT (NO BATTERIES REQUIRED)
Sell Only 12 Boxes
CLOCK RADIO
Sell Only 12 Boxes
CALENDAR WRISTWATCH
Sell Only 6 Boxes
GIANT TELESCOPE
Sell Only 12 Boxes
DELUXE 3-SPEED HI-RISER BIKE (Boys or Girls Model)
Sell Only 36 Boxes
CHEMISTRY ACTION-LAB
Sells Only 6 Boxes
GAS POWERED HONDA ATC
Sell Only 6 Boxes
CADET SLEEPING BAG
Sell Only 6 Boxes
PORTABLE STEREO PHONOGRAPH
Sell Only 18 Boxes
UMBRELLA TENT
Sell Only 12 Boxes
SPALDING LEATHER FOOTBALL
Sell Only 6 Boxes
INTERCOM TELEPHONES
Sell Only 6 Boxes
CASSETTE TAPE RECORDER/PLAYER
Sell Only 18 Boxes
ELIMINATOR II DRAGSTER WITH ACCESSORIES
Sell Only 12 Boxes
SNARE DRUM AND CYMBAL SET
Sell Only 12 Boxes
GIRLS 17 JEWEL DRESS WATCH
Sell Only 12 Boxes
MUSICAL BIRD CAGE JEWELRY BOX
Sell Only 6 Boxes
INTERNATIONAL PRO RACING SET
Sell Only 12 Boxes
ECO POWER ILLUMINATED MICROSCOPE
Sell Only 6 Boxes
MINIATURE GREENHOUSE
Sell Only 6 Boxes
COSMIC WIND TRAINER PLANE
Sell Only 6 Boxes
WALKIE-TALKIE CODE SENDER/RECEIVER SET
Sell Only 12 Boxes
PORTABLE AM/FM RADIO
Sell Only 12 Boxes
HI-RISER FUN BIKE (Boys or Girls Model)
Sell Only 24 Boxes

Join The Club That Gives You More . . .

- FREE ALBUM of Actual Christmas Cards — Yours to Keep!
- AMAZING VALUE top quality cards with NAME IMPRINTED
- FINEST SELECTION FOR EVERYONE — Sell Faster, Easier!
- NO BOXES TO CARRY OR RETURN!
- NO RISK — NO OBLIGATION — NO INVESTMENT

Blast Off to Fabulous Prizes or Lots of Cash Sales Leadership Club Makes It Easy

1 2 3 Just fill in postage-free coupon and mail at once — no envelope necessary! We'll rush everything you need to start earning the prizes you choose. ALL AT NO COST TO YOU!

4 5 6 For many years thousands of Sales Leadership Club members have followed our plan to success just by showing our easy-to-carry Personalized Christmas Card Album to friends, relatives, neighbors and businessmen. The beautiful cards practically sell themselves . . . so you take orders at the bargain price of only $3.25 per box, containing as many as 40 cards . . . each with customer's Name Imprinted!

7 8 9 Many valuable prizes can be yours for selling only 6 boxes. No limit to the prizes you can earn. If you prefer cash instead of a prize, just keep $1.00 for each box sold. That's all there is to it! GET STARTED TODAY — the PROVEN SALES LEADERSHIP WAY!

10 BLAST OFF

Life is Great When You're A Winner Everyone Who Tries Can Win!

DO YOU NEED EXTRA MONEY?

NEW!
CRYSTAL FANTASY
CHRISTMAS ASSORTMENT
20 really deluxe cards
Excitingly different

It costs you nothing to try

$100.00 IS YOURS

NEW!
PASTEL PETS
ALL OCCASION
ASSORTMENT
10 heart warming giant size cards of unusual appeal
So adorable

NEW!
CORRESPONDENCE CIRCLES STATIONERY
24 large sheets, each almost 8" in diameter
Bright colors, pink envelopes
Latest vogue

for selling only 100 boxes of our new Crystal Fantasy Christmas Card box assortment. You make $1.00 for selling 1 box, $2.00 for 2 boxes, $10.00 for 10 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time. Everyone needs and buys Christmas Cards. Cut out entire Business Reply Coupon below—mail it today –and we will send you immediately leading boxes on approval – FREE Catalog of money-making Greeting Cards and Gifts – plus FREE album of personalized Christmas Cards. No experience necessary.

NEW! DELUXE CHRISTMAS GIFT WRAPPING ASSORTMENT
15 gay, colorful large sheets. Terrific

FREE 96-PAGE FULL COLOR CATALOG of 300 CARD AND GIFT ITEMS

FILL IN COUPON-ENVELOPE, FOLD OVER FIRMLY, SEAL (PASTE OR TAPE) AND MAIL TODAY

IT COSTS YOU NOTHING TO TRY

Last year some folks made only $25 to $50 while others made $150—$250—$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys Christmas cards.

RETURN OR REPLACEMENT GUARANTEED CONSUMER'S RIGHT
PARENTS' MAGAZINE
IF PRODUCT OR PERFORMANCE IS DEFECTIVE & REPORTED WITHIN 30 DAYS OF PURCHASE

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW
No Stamp Necessary

FREE ALBUM PERSONALIZED CHRISTMAS CARDS

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW, FILL IN COUPON-ENVELOPE, FOLD OVER FIRMLY, SEAL (PASTE OR TAPE) AND MAIL TODAY – No Stamp Necessary

Cut Along Dotted Line

THIS ENTIRE FOLD-OVER COUPON FORMS A NO-POSTAGE-REQUIRED BUSINESS REPLY ENVELOPE

BEVIS INDUSTRIES

CHEERFUL CARD COMPANY, Dept. Z-2
White Plains, New York 10606

YES, RUSH MY CHRISTMAS CARD SAMPLE KIT

I want to make extra money. Please rush me immediately your Crystal Fantasy Christmas card box assortment and other leading boxes on approval for 30 day free trial plus FREE album of personalized Christmas cards. FREE 96-page Full Color Catalog of money-making Gifts and Cards and everything I need to start making money the day my sales kit arrives. As a Cheerful Dealer I will also be privileged to receive additional FREE money-making literature, catalogs, special offers and seasonal samples on approval as they become available.

Fill in your name and address below — No stamp necessary

Name _____ (PLEASE PRINT) Apt. No. ____

Address _____

City _____ State _____ Zip Code ____

If writing for an organization, give its name here _____

DO NOT CUT HERE ▼ JUST FOLD OVER, SEAL AND MAIL THIS ENVELOPE—NO STAMP NECESSARY

Postage Will be Paid by Addressee

No Postage Stamp Necessary If Mailed in the United States

BUSINESS REPLY MAIL
First Class Permit No. 389, White Plains, New York

CHEERFUL CARD COMPANY
20 Bank Street
White Plains, New York 10606

Dept. Z-2